

South Washington Street Small Area Plan Kickoff



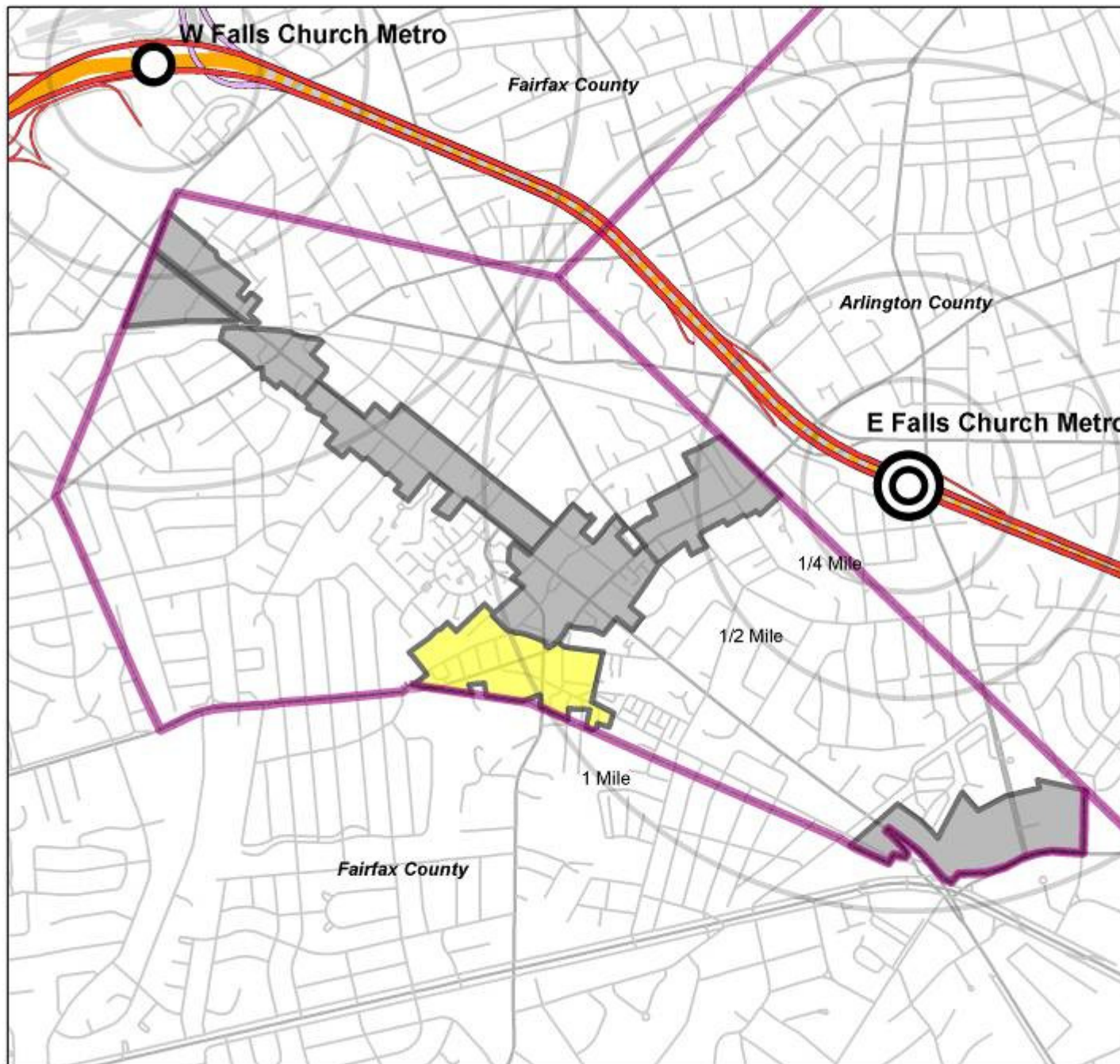
June 23, 2012
9 am to 11 am



Columbia Baptist Church

Comprehensive Plan Overview

- ▶ The City's Comprehensive Plan guides the vision for the City and its future land use and development patterns.
- ▶ Virginia law requires it to be updated every 5 years.
- ▶ Recently, it has become particularly important to study and to update the future vision for the City's older commercial areas.
- ▶ The plan currently identifies eight (8) opportunity areas of commercial and industrially zoned property.
- ▶ These will be studied in more detail through the small area planning process.



Location
S Washington St Corridor
Planning Opportunity Area 2
City of Falls Church
Legend
City Boundary S Washington St Corridor Other Planning Opportunity Areas

Overview of South Washington Street Small Area

- ▶ Location
- ▶ 43.26 Acres
- ▶ Value
 - Land
 - ▶ \$84,531,300
(\$44.77/sqft)
 - Improvements
 - ▶ \$69,783,000
(\$75.84/sqft)
 - Total
 - ▶ \$154,314,300
- ▶ Floor to Area Ratio = 0.49



Aerial

**S Washington St
Corridor**

**Planning
Opportunity
Area 2**



**City of
Falls Church**

Legend

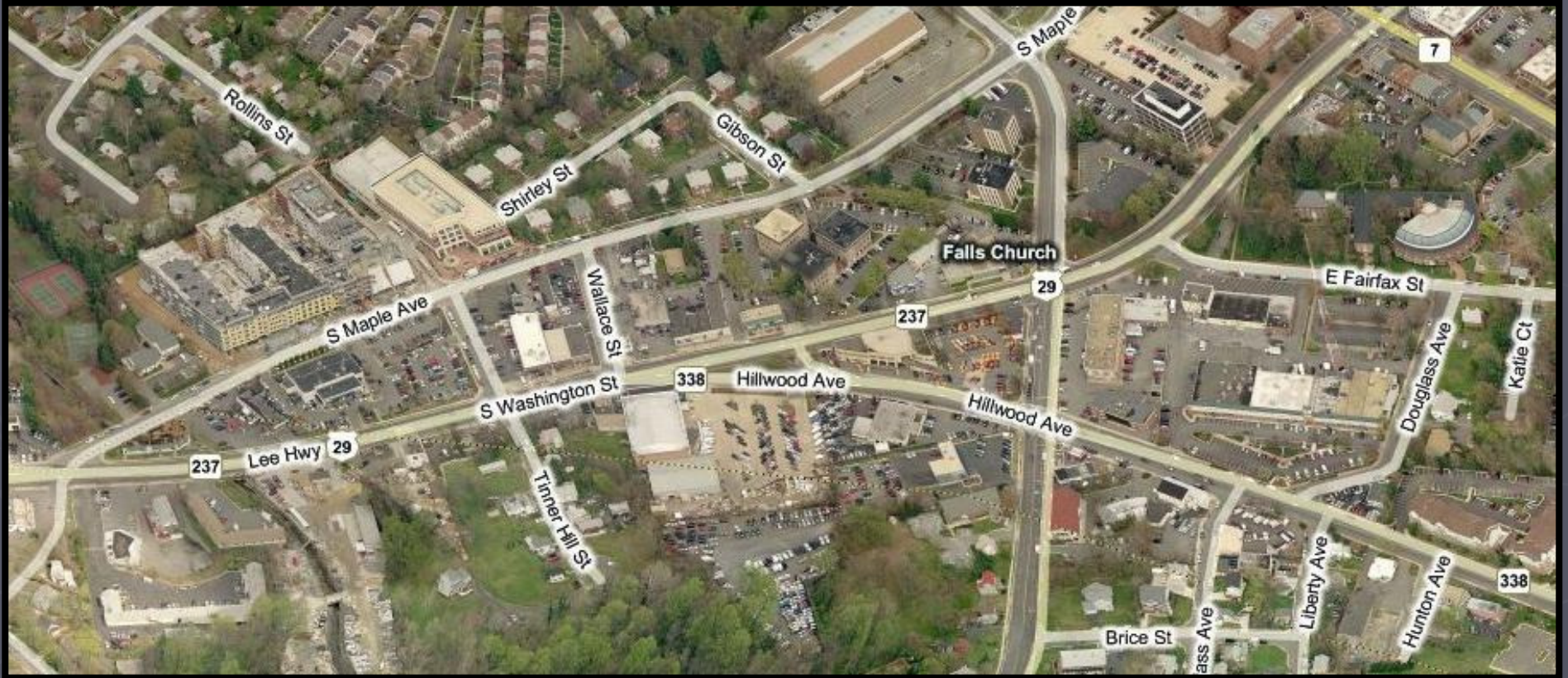
--- City Boundary

 Planning
Opportunity
Area

Map Based on
2009 Aerial Imagery
for City of Falls Church



0 100 200 300 400
Feet



The South Washington Street Area is the Second area to be studied because:

- It's the southern gateway into the City from Fairfax
- The new Intermodal Transit Center is under development
- Pearson Square/Tax Analysts mixed-use project existing
- Other mixed-use projects are proposed
- Tinner Hill cultural element provides a catalyst for development and rich historical background



Pearson Square Apartments

History

- ▶ Tinner Hill
- ▶ Henderson House
- ▶ Galloway United Methodist Church
- ▶ Rt 29/Lee Highway



*Galloway United
Methodist Church
In the early 20th
Century.*



(Below) Henderson House



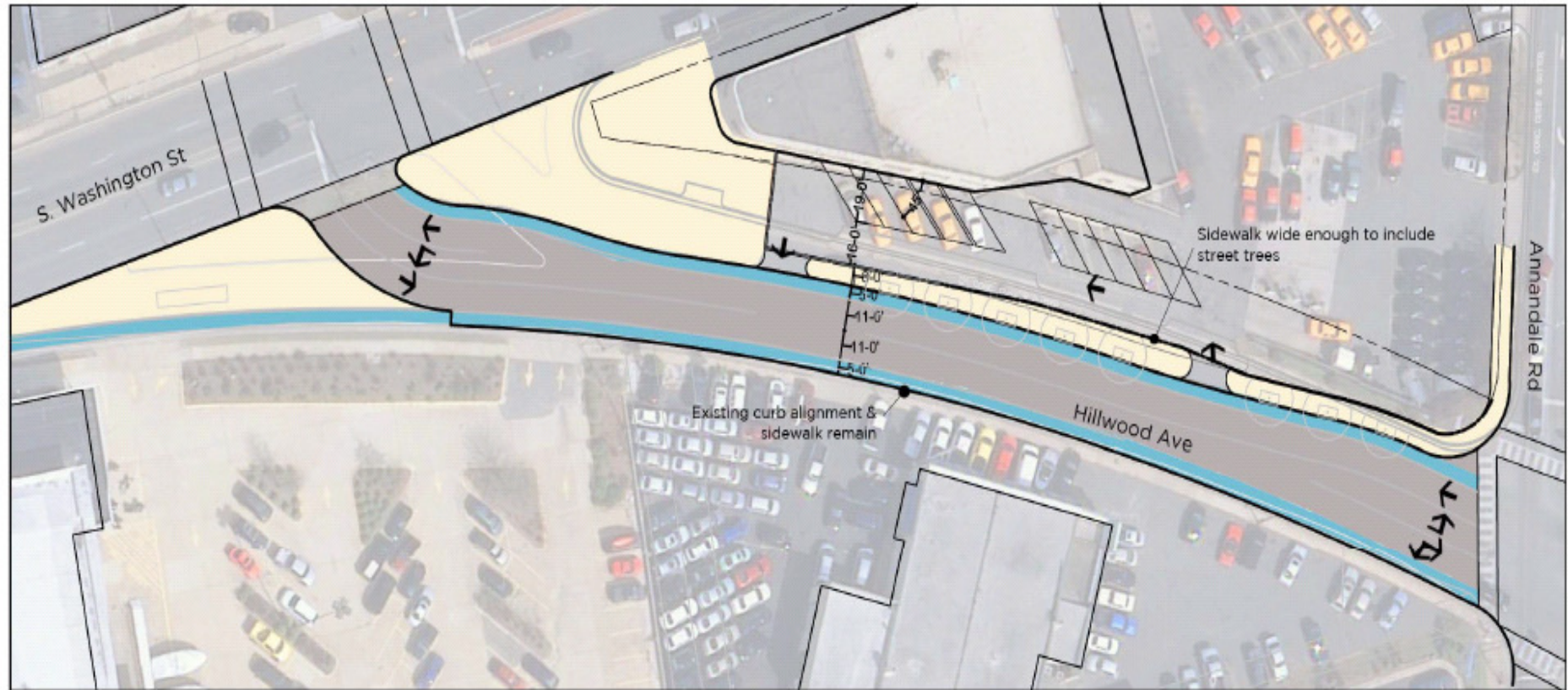
Features

- ▶ City's Southern Gateway
- ▶ Intermodal Transit Plaza
- ▶ Rt 29
- ▶ Tripp's Run
- ▶ Tinner Hill
- ▶ CFC Arts & Culture District
- ▶ Pearson Square/Tax Analysts Mixed-Use
- ▶ Adjacent to City Center

- Proposed sidewalks and plaza space
- Proposed roadway reconfiguration
- Proposed bikelanes

Key Components:

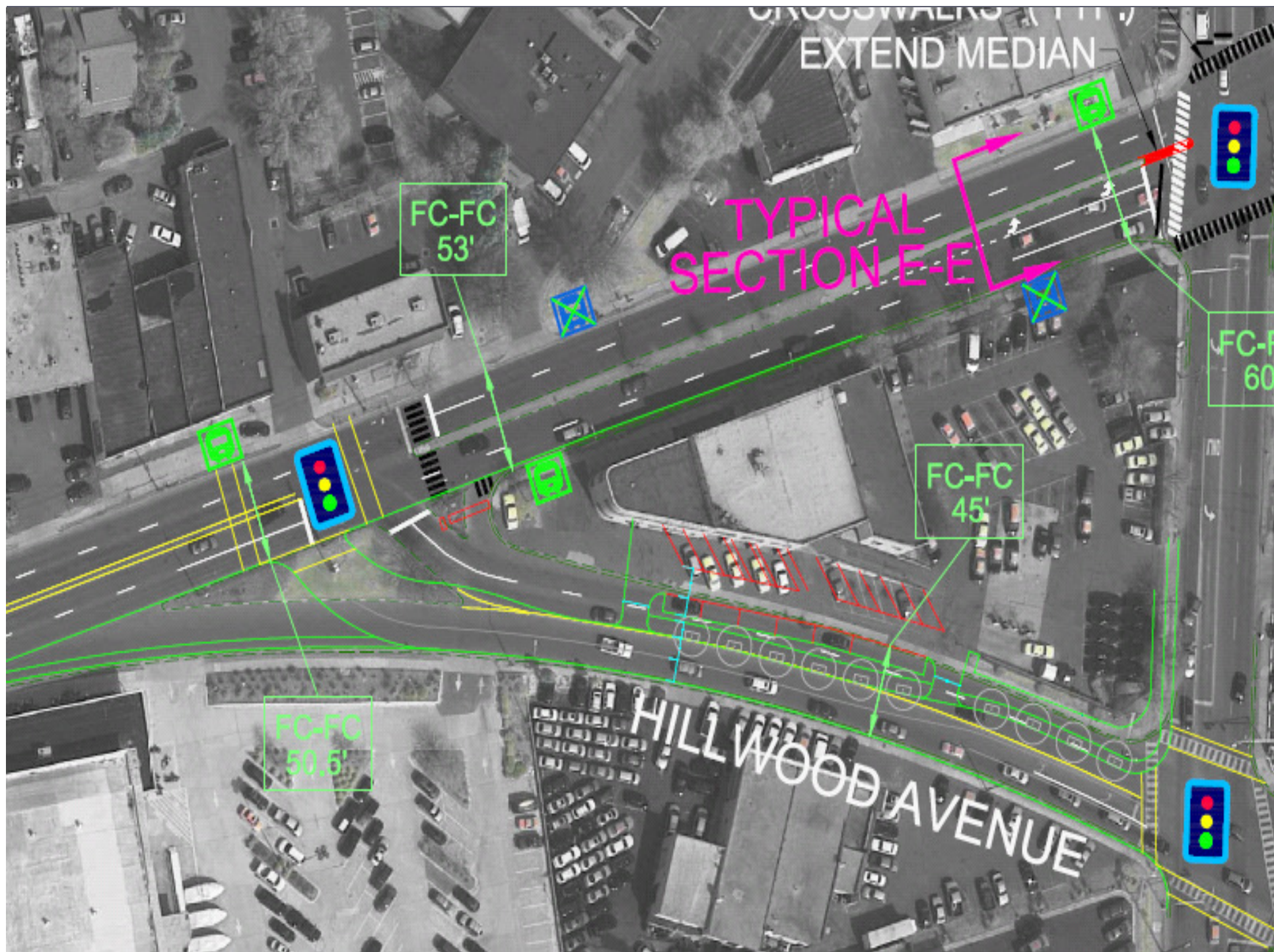
1. Bikelanes on both sides of street
2. Wide sidewalk on north side of street will accommodate trees



Scale 1"=40' at 11x17

Option C (revised to meet City of Falls Church parking dimension standards)

South Washington Street & Hillwood Ave Streetscape Improvements
 City of Falls Church
 April 27, 2012





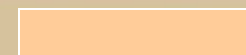
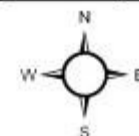




Points of Interest

S Washington St Corridor

City of Falls Church Planning Opportunity Area



Legend

- Planning Opportunity Area
- City Boundary
- Building

Points of Interest

- Gateway
- Unique Structure
- Future Transit Center

Created by: Garrison Kitt
Source: Garrison Kitt and City of Falls Church

0 100 200 300 400 Feet

Existing Businesses

▶ Restaurants & Food

- Red Hot & Blue
- Pizzeria Orso
- Elevation Burger
- Blanca's Restaurant
- Super Chicken
- Fanny's Restaurant
- Happy Family
- La Miguelena
- Lebanese Butcher
- Halalco Market

▶ Arts

- Foxes Music Co
- Creative Cauldron/Artspace
- Victory Comics

▶ Automotive

- Coleman Motorsports
- Koons Used Cars
- SAAB
- Meineke
- Fairfax Auto Parts
- The Price is Right Auto Sales
- Enterprise Rent-A-Car
- Top Japanese Auto Service
- Imported Car Service
- Patriot Motor Sports
- Choice Car Rental
- United Imports

▶ Other

- Quinn's Auction House
- Yellow Cab
- Bike Club
- Body Dynamics
- Edward Jones Financial
- Nationwide
- Welch Printing
- Richard's HVAC

Current

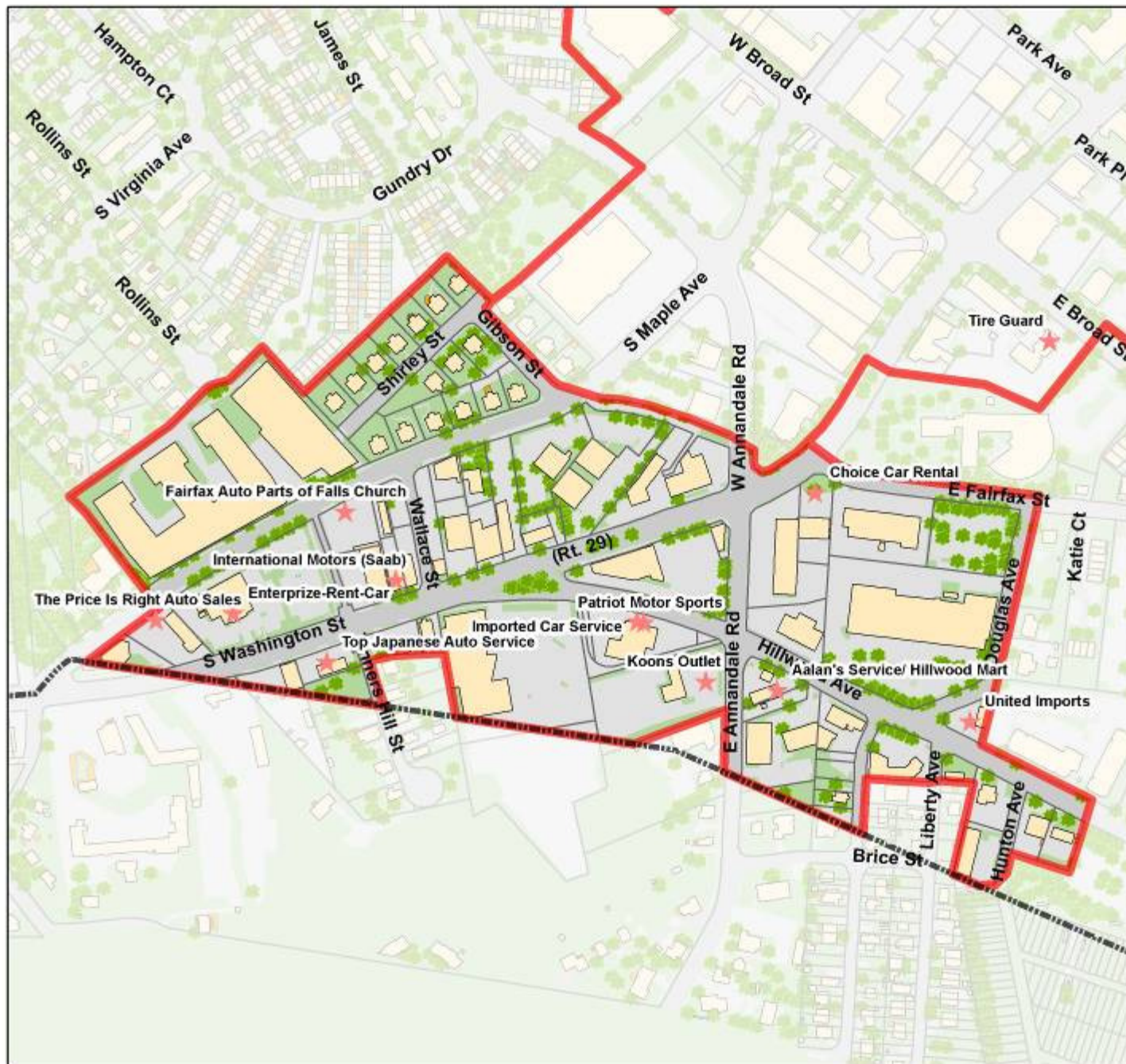
- ▶ Low density
- ▶ Automotive uses
- ▶ Large parking lots
- ▶ Not pedestrian friendly
- ▶ Pearson Square/
Tax Analysts is isolated



Above: Tinner Hill Road



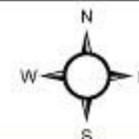
*Left: South Washington St &
Hillwood Ave*



Auto Businesses

S Washington St Corridor

Planning Opportunity Area 2



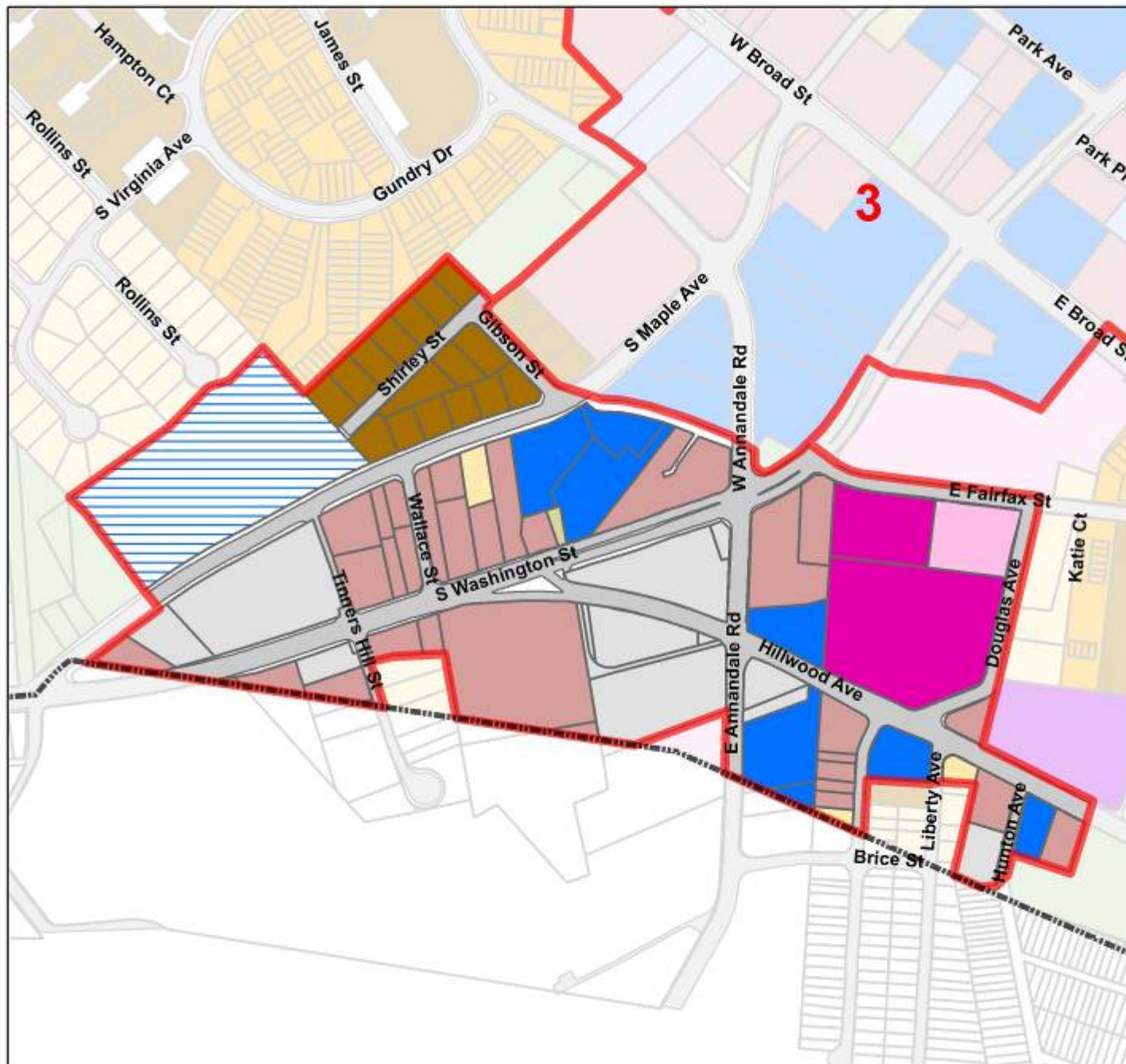
City of Falls Church

Legend

- Planning Opportunity Area
- Parcel
- City Boundary
- Building
- Deck
- Patio
- Tree
- Water
- Pervious Surface
- Impervious Surface**
 - Roads
 - Other Impervious Surface



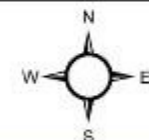
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Existing Land Use

S Washington St Corridor

Planning Opportunity Area 2



City of Falls Church

Legend

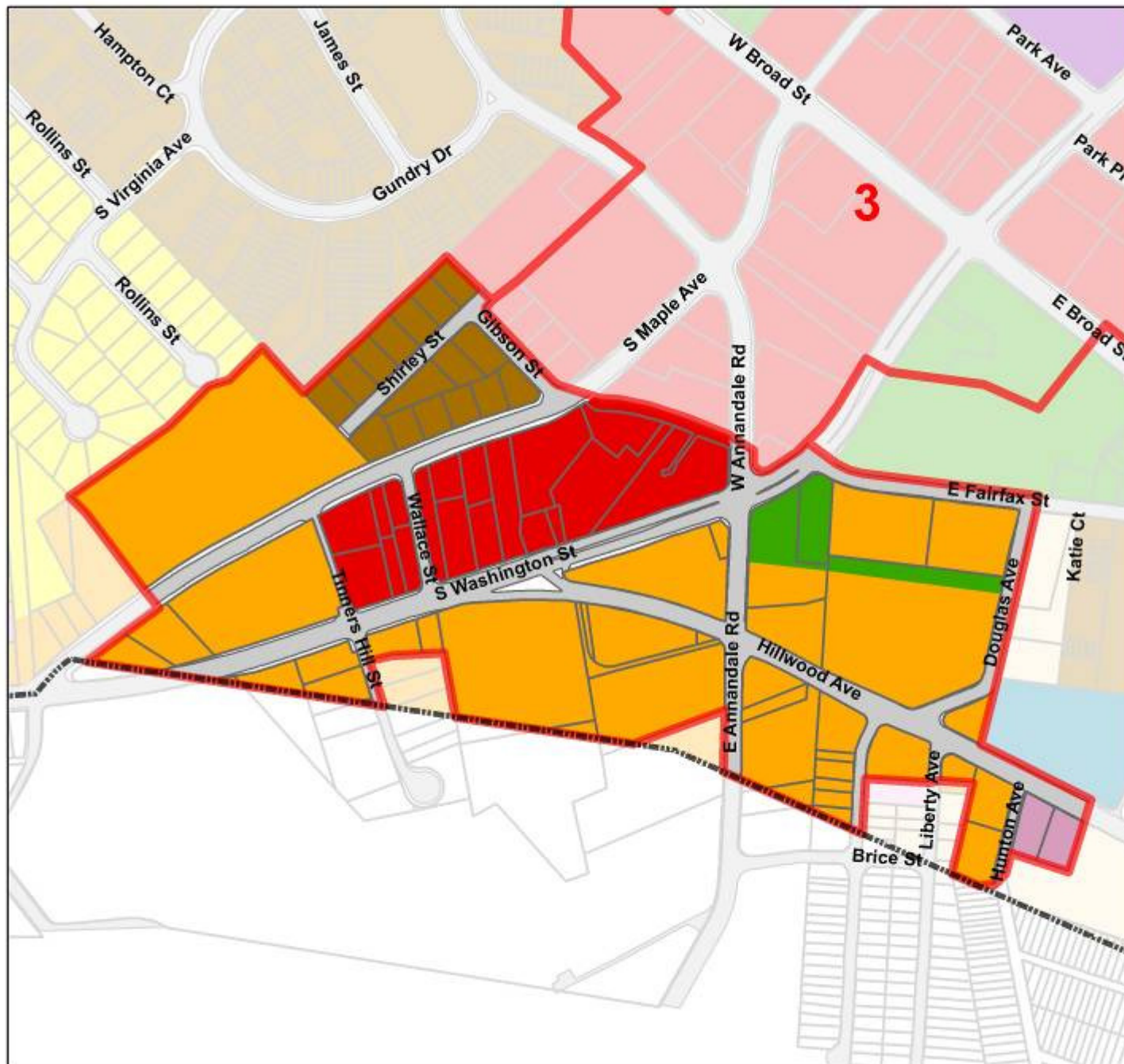
- Planning Opportunity Area
- Parcel
- City Boundary

Existing Land Use

- Hotel/Motel
- Individual Retail Service
- Light Industry/Auto
- Mixed-Use
- Multi-Family Apartments/Condominium Residence
- Office
- Parks/Open Space
- Private Institution
- Public Facility/Institution
- Shopping Center
- Single Family Detached Residence
- Single Family TH Residential
- Vacant



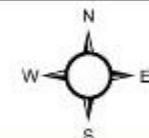
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Existing Zoning

S Washington St Corridor

Planning Opportunity Area 2



City of Falls Church

Legend

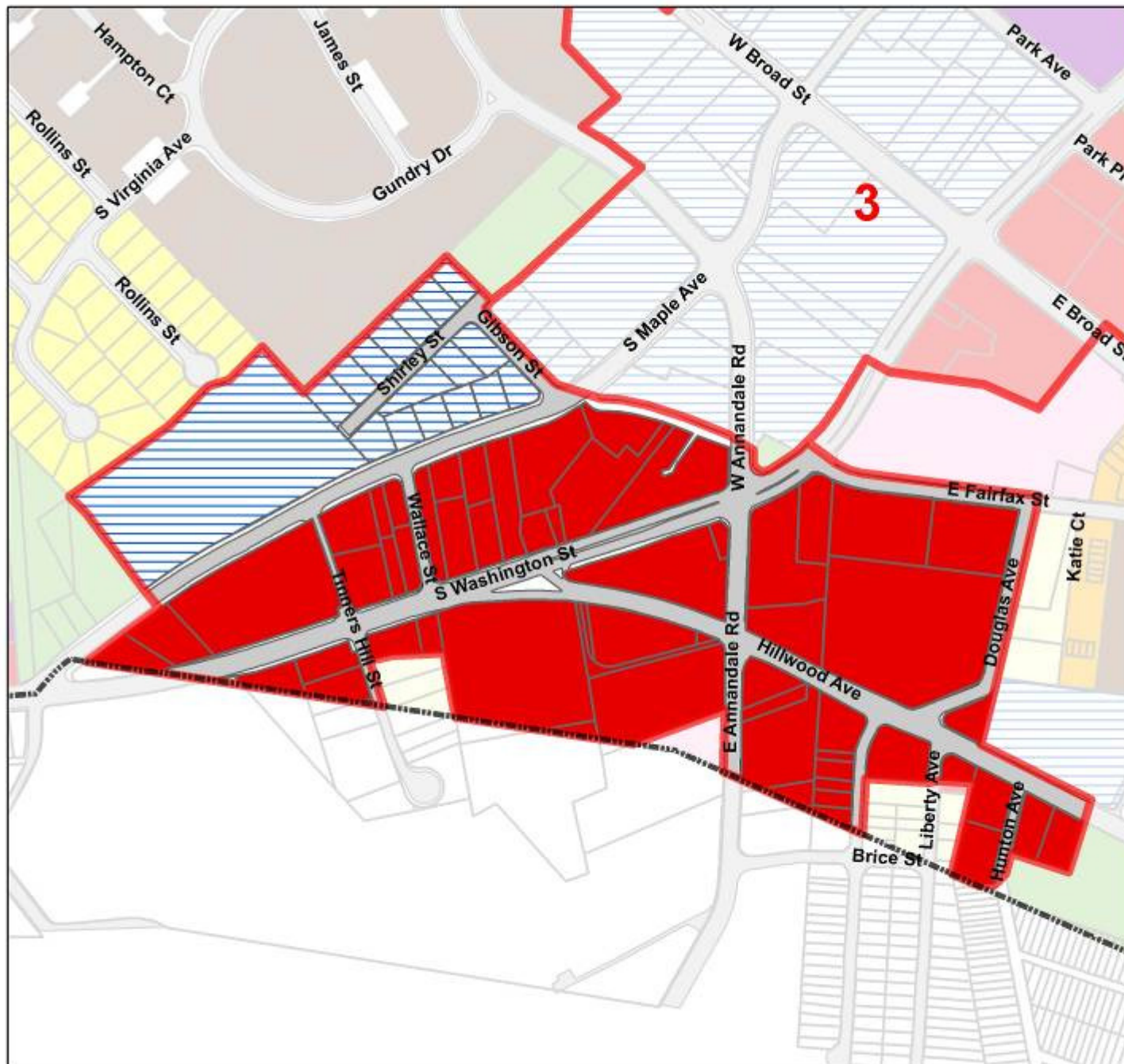
- Planning Opportunity Area
- Parcel
- City Boundary

Zoning

- B-1, Limited Business
- B-2, Central Business
- B-3, General Business
- C-D, Creative Development
- M-1, Light Industry
- O-D, Official Design
- R-1A, Low Density Residential
- R-1B, Medium Density Residential
- R-C, Cluster Residence
- R-M, Multi-Family Residence
- R-TM, Townhouse Residence
- T-1, Transitional 1
- T-2, Transitional 2



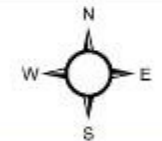
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Future Land Use

S Washington St Corridor

Planning Opportunity Area 2



City of Falls Church

Legend

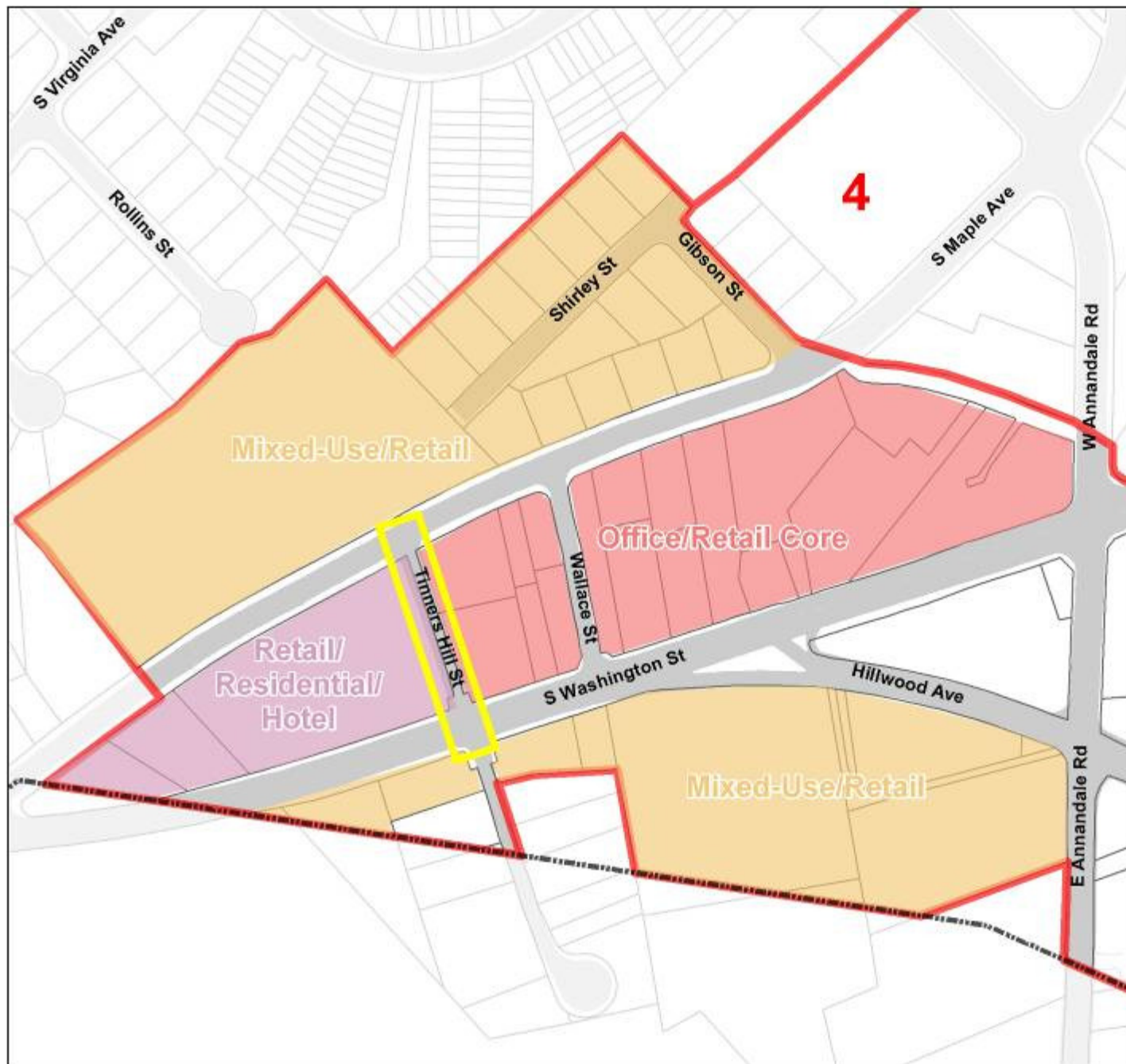
- Planning Opportunity Area
- Parcel
- City Boundary
- Future Land Use**
- Business
- High Density Residential
- Low Density Residential (4.0)
- Low Density Residential (5.0)
- Medium Density Residential
- Mixed-Use
- Park and Open Space
- Private Institutions
- Public Facilities and Institutions
- Transitional



0 100 200 300 400 Feet

Redevelopment

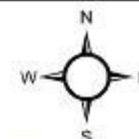
- ▶ Support Pearson Square/Tax Analysts
- ▶ SAAB Dealership Site Redevelopment
- ▶ Mixed Use Proposal by Bob Young
- ▶ Adopted S Washington St TLC Plan



Land Use Concept

S Washington St Corridor

Planning Opportunity Area 2



City of Falls Church

Legend

- Planning Opportunity Area
- Parcel
- City Boundary

Proposed Land Use

- Office/Retail Core
- Mixed-Use/Retail
- Retail/Residential/Hotel
- Focal Point/Festival Street

0 75 150 225 300 Feet

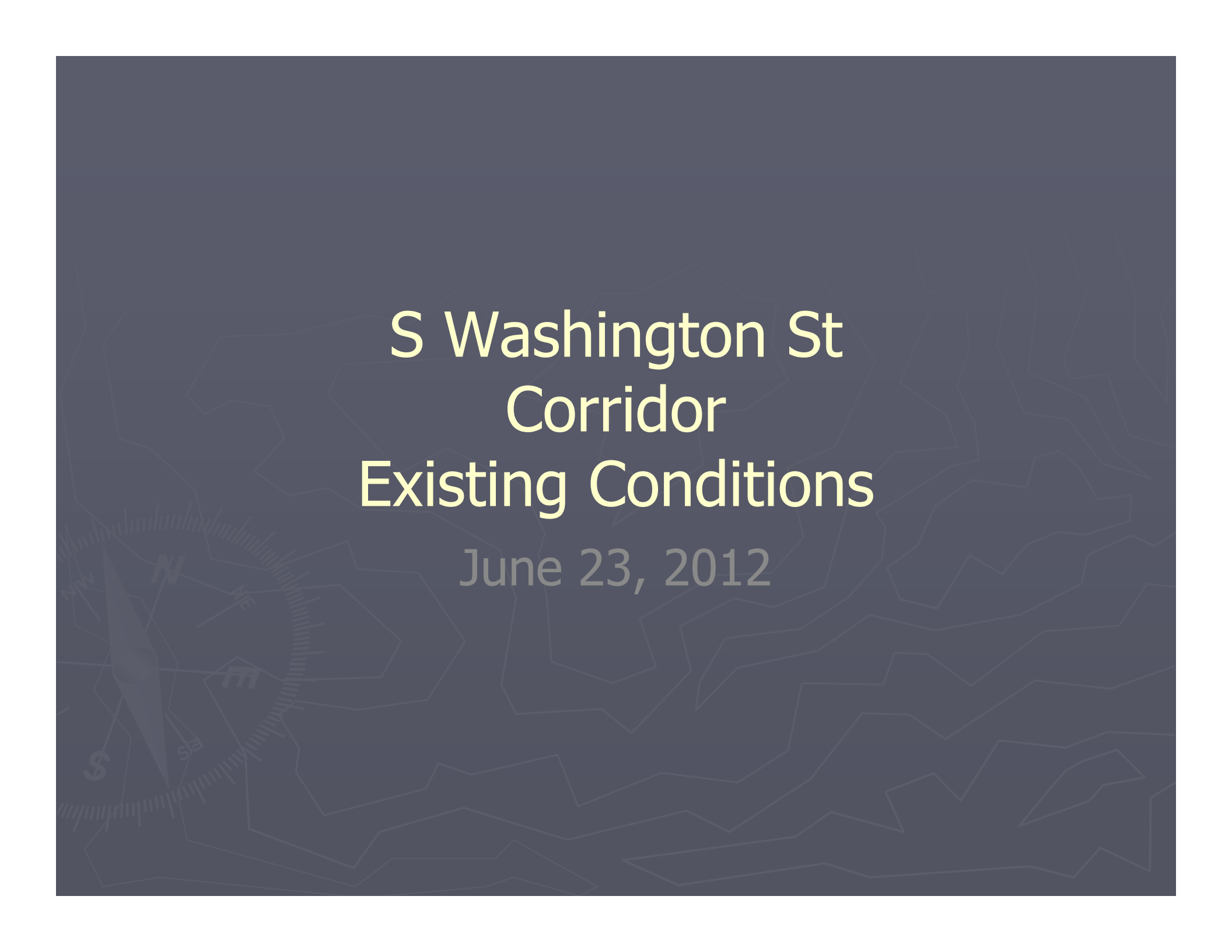


Small Area Plan Process

- ▶ Community Meeting
- ▶ Staff begins drafting small area plan
- ▶ Work sessions with City Council, Planning Commission, and EDA
- ▶ Public review process
 - Draft available for public comment
 - City Council public hearing to refer small area plan to Boards and Commissions
 - Planning Commission public hearing to make a recommendation to City Council
- ▶ City Council public hearing on small area plan
- ▶ City Council adopts small area plan

Starting Points

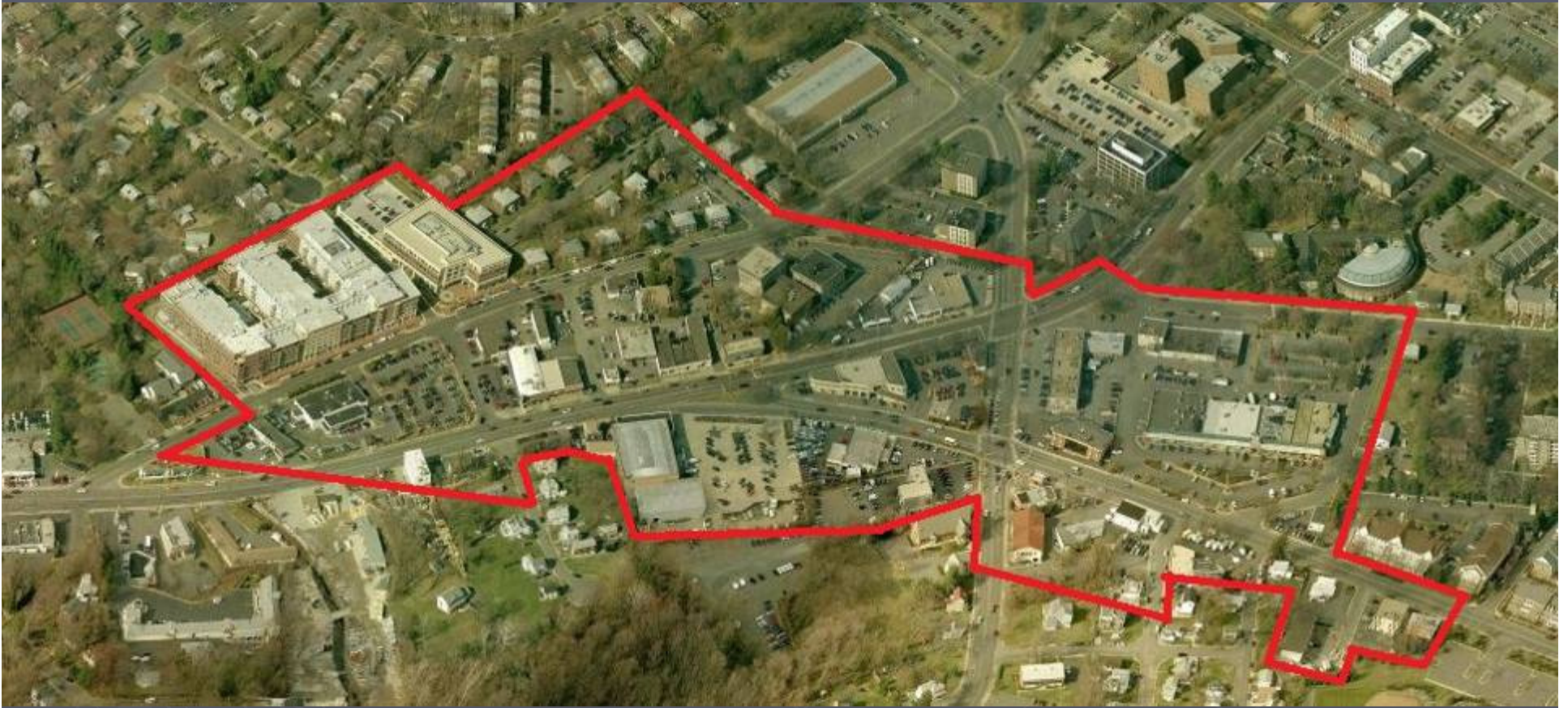
- ▶ Streetscape Elements
 - Sidewalks/Street Trees/Undergrounding of Utilities/Street Lighting
- ▶ Buildings Facing the Street
- ▶ Ground Level of Buildings Designed for Active Uses
- ▶ Structured and/or Underground Parking
- ▶ Shared and Appropriately Scaled Parking
- ▶ Increase Multimodal Transportation
- ▶ Taller and Mixed-Use Buildings
- ▶ Tripp's Run and New Open Space Opportunities
- ▶ Transition & Buffering to Neighborhoods

The background of the slide is a dark blue-grey color with a faint, light-grey topographic map overlay. The map shows various contour lines and a compass rose in the lower-left corner. The compass rose has a needle pointing towards the top-left and is labeled with 'N' for North, 'S' for South, 'E' for East, and 'W' for West. There are also some smaller, less legible labels and symbols on the map.

S Washington St Corridor Existing Conditions

June 23, 2012

Overview



Overview



Rt 29/Lee Hwy/S Washington St Gateway



Tinner Hill St



Hillwood Ave & S Washington St



Annandale Rd & S Washington St



Annandale Rd Southern Gateway



Hillwood Ave & Annandale Rd



Hillwood Ave & Liberty Ave



S Maple Ave & Tinner Hill St



Economic Development

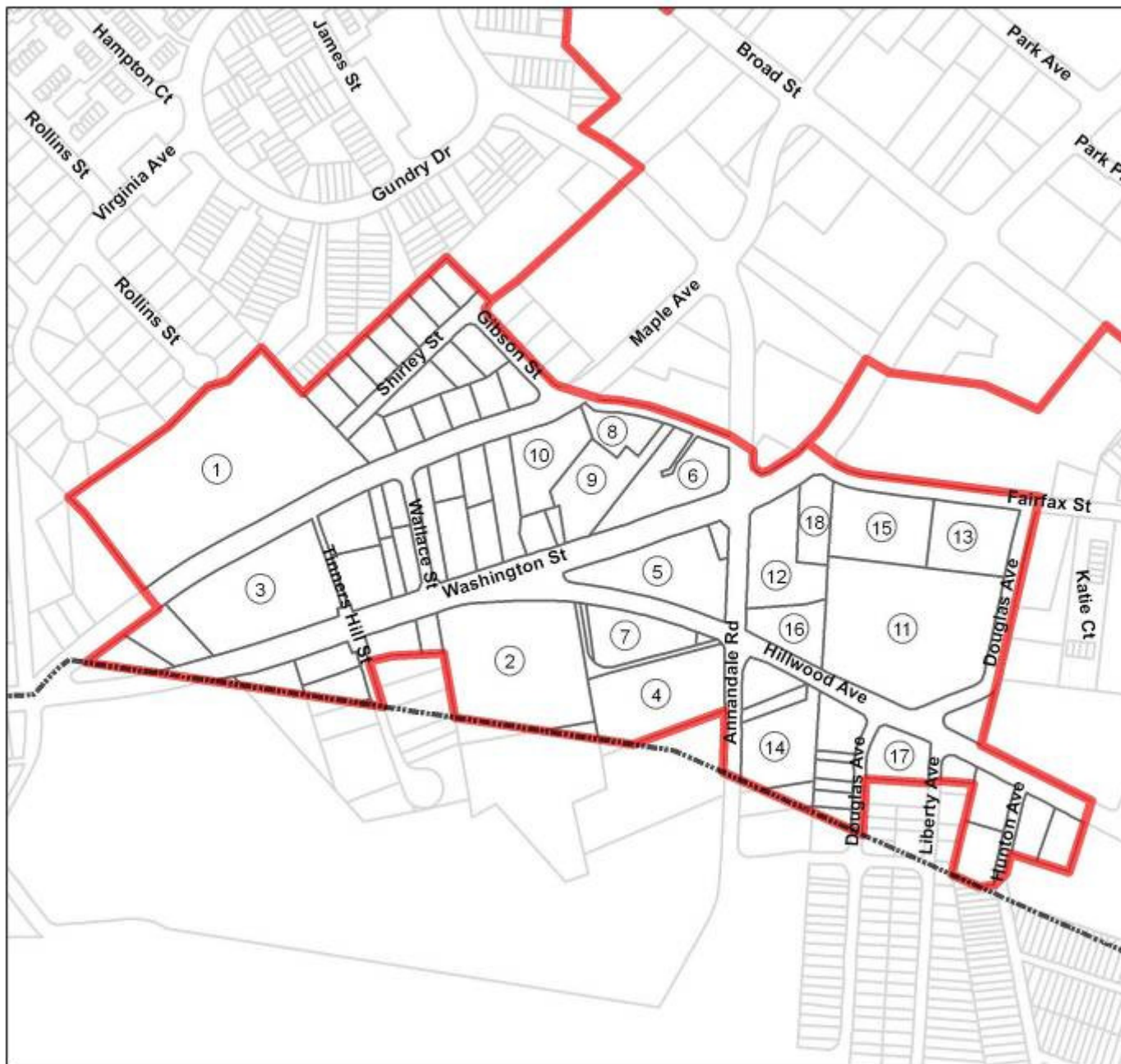
Largest Landowners in the S Washington St Corridor

West of Annandale Rd

Map No.	Address	Owner	Use	Lot Size (sqft)
1	412 S Maple Ave	G & O Corporation	Pearson Square/Tax Analysts Condos	201,868
2	435 S Washington St	435 S Washington Street, LLC	Car Dealership	106,975
3	540 S Washington St	Peter Mueller, Inc.	Car Dealership	80,894
4	302 E Annandale Rd	Jim Koons, Ltd.	Car Dealership	60,342
5	357 S Washington St	Neal C Nichols	Taxi Company	49,318
6	308 S Washington St	Aden, LLC	Office	34,199
7	30 Hillwood Ave	Gulf Two, LLC	Car Dealership	33,198
8	350 S Washington St	CC South Housing, LLC	Office	27,783
9	360 S Washington St	River Oak Section II, LLC	Office	27,151
10	303 S Maple Ave	Homestretch & Hemphill, LLC	Office	26,367

East of Annandale Rd

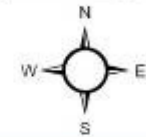
Map No.	Address	Owner	Use	Lot Size (sqft)
11	155 Hillwood Ave	Newcomb Broadcasting Corp	Shopping Center	127,183
12	101 E Annandale Rd	Falls Church Investments, LLC	Shopping Center	39,965
13	E Fairfax St	The Falls Church - Trustees	Parking Lot	38,280
14	307 E Annandale Rd	Coakley Cornelius J TR	Office	37,045
15	116 E Fairfax St	The Falls Church - Trustees	Shopping Center	36,391
16	115 Hillwood Ave	Coakley Hillwood Ltd. Partnership	Office	16,586
17	200 Hillwood Ave	Hillwood Avenue, LLC	Truck Rental	15,712
18	201 S Washington St	AKFC, Inc.	Convenience Store	14,564



Parcels

S Washington St Corridor

City of Falls Church Planning Opportunity Area



Legend

-  Planning Opportunity Area
-  Parcel
-  City Boundary
-  Map No.

0 100 200 300 400
Feet

Economic Development

South Washington Commercial Areas (35.6 acres)

<i>Densities</i>	<i>Floor Area Ratio (FAR)</i>	<i>Square Feet of Buildings</i>	<i>Estimated Gross Tax Revenue to the City</i>	<i>Estimated Gross Tax Yield Per Acre</i>
Current Conditions (including Pearson Square & Tax Analysts Building)	0.56	873,659 sf	\$7,410,000	\$208,000
Current Conditions (without Pearson Square & Tax Analysts Building)	0.33	439,659 sf	\$5,618,000	\$165,800
Modestly Greater Density Scenario*	1.50	2,452,148 sf	\$12,000,000	\$337,000
Medium Urban Density Scenario*	2.50	3,797,580 sf	\$16,912,000	\$475,000

*Excludes Pearson Square and Tax Analysts

Notes:

(1) Modest and medium densities assume land use ratios as follows: residential (35%); office (30%); retail (30%); restaurant 5%).

(2) Pearson Square & Tax Analysts Building are 26% commercial; 74% residential; & 2.10 FAR on 4.7 acres

S. Washington densities & taxes

Economic Development

► Development Incentives

- Tax Increment Financing
- Business Improvement District
- Industrial Revenue Bonds
- Commercial Property Rehabilitation Tax Abatement Program
- Arts & Culture District

Discussion

- ▶ Facilitator – Dr. Shelley Mastran, Virginia Tech Professor
- ▶ Tabletop Discussion Topics
 - Arts/Culture/History
 - Height/Density
 - Land Uses
 - Open Space/Tripp's Run Stream/Streetscape
 - Transportation/Connectivity